

Northwest Valley Local Transit System Study

Northwest Valley Communities
January 28-30, 2013



Northwest Valley
Local Transit System Study



Goals and Purpose

Project Goals	Purpose
Evaluate current service offerings	Identify pros and cons of various service offerings
Engage the community	Define a system which reflects the needs and expectations of the NW Valley
Identify practical recommendations	Maximize efficiency within the framework of funding realities
Base future service on market-driven needs	Craft strategies that will be sustainable

Project Timeline – Recent Efforts



Community Outreach



Existing service enhancements



Community-specific recommendations



Community Involvement Plan



Stakeholder Input



Community Outreach: Round Two



What We Asked

- What should transit look like in the NW Valley?
- What is demand likely to be?
- What services are most important to you?
- What level of service can the NW Valley afford?
- Which locations should be served?
- Who should manage the program/services?

Survey Findings

- 84% Primarily drive alone.
- Reason for travel: 26% to shopping, 15% for work, 18% for recreation/social.
- 52% of respondents believe existing transportation options meet their needs.
- Current transit usage: 32% Valley Metro local, 15% Dial-A-Ride, 16% taxi, 15% other public transit.
- Most desired improvements (Riders): Serve new areas, increased service frequency.
- Most desired improvements (Non-riders): Serve new areas, increased service frequency, better regional connections.

Service Recommendations

- Developed through multiple outreach efforts:
 - PMT guidance and assistance
 - Four-phase community outreach
 - Focus groups
 - Stakeholder input
- Customized for each community in the study area
- Include near-, mid-, and long-term recommendations

Service Recommendations

- Consideration of regional concerns
 - Study previous public transportation efforts and “lessons learned”
 - Inventory of existing vehicles and potential for use in future endeavors
- Explore feasibility of
 - Contracted services
 - Public Private Partnerships (PPP)
 - Taxi voucher programs

Service Recommendations

Recommendation	Primary communities served	Catalyst	Impact(s)	Priority
Public education and outreach through increased marketing, outreach and promotional activities	All	PMT meeting input	Improve public awareness of mobility options and service changes	Ongoing
Creation of a local circulator	El Mirage, Surprise/Sun City Grand, Sun City, and Sun City West	Focus groups	Access to local activity centers, connection to regional transit network	Near-term
Consolidate Valley Metro's Grand Avenue Limited and Express Route 571; increase span of service to cover mid-day hours	All via Glendale, Peoria, and Surprise	Community survey, focus groups	Improved access to downtown Phoenix	Near-term
Create local volunteer driver program	Sun City Festival	Focus groups	Improved access to key activity centers in Sun City Festival and Surprise	Near-term
Modify existing Glendale and Peoria transit routes to better align with consolidated express route	Glendale and Peoria	Consolidated express route recommendation	Improved access between Northwest Valley and regional transit network	Near-term

Service Recommendations

Recommendation	Primary communities served	Catalyst	Impact(s)	Priority
Divide proposed local circulator into two separate routes and increase each route's coverage area	El Mirage, Peoria, Surprise/Sun City Grand, Sun City, Sun City West, and Youngtown (and potentially Luke AFB)	Community survey, focus groups	Expanded service area, access to local activity centers, connection to regional transit network	Mid-term
Extend Valley Metro Route 186 or Route 170 into Sun City	Sun City	Focus groups	Direct access from Sun City to Arrowhead Towne Center	Mid-term
Increase the frequency on Valley Metro Route 106 or maintain existing frequency and serve Banner Boswell Medical Center on all trips	Peoria, Sun City, and Youngtown	Community survey	Improved access to Banner Boswell Medical Center (local) and Scottsdale (regional)	Mid-term
Implement high capacity transit service from Surprise to downtown Phoenix along Grand Avenue (multi-phased implementation starting in downtown Phoenix; part of larger regional high capacity transit; connect to light rail at Central Ave. and Van Buren)	All via Glendale, Peoria, and Surprise	Community survey	Improved access to downtown Phoenix and beyond; would ultimately replace consolidated Grand Avenue express route	Long-term
Consolidate Northwest Valley fixed-route and demand-response services under a single brand, locally administered	All	Community survey	Brand unity, improved service coordination, cost-effective service provision	Long-term
Provide limited express service from Sun City Festival and Surprise	Sun City Festival	Focus groups	Builds upon volunteer driver program; would provide regular service between Sun City Festival and Surprise	Long-term

Study Timeline – Next Steps

Finalize service
recommendations

Develop
Financial and
Capital Plans

Develop
Implementation
Plan

Draft Study
Report and
PMT review

Present
final results
to the
community

Finalize Study
Report and
Implementation
Plan

Thank You!

